

**IN THE CLAIMS**

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Claims 1, 2, 4, 5, 7, 8, 9, 12, 14, 15, 16, 17 and 22 are **AMENDED** as follows.

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1. (CURRENTLY AMENDED) A product information notification method ~~wherein~~ comprising:
- acquiring profile information of a user ~~wishing to look up~~ receiving basic information for an individual product;
  - selecting and presenting to said user basic information of a product group ~~that said~~ regarding the basic product information the user wishes to look up ~~is receiving~~, from a product information database storing basic information of said individual product; and
  - selecting and presenting to said user additional information regarding products in said product group presented to the user that corresponds to said user profile information, from a database storing additional information for said ~~individual~~ product group products.
2. (CURRENTLY AMENDED) A product information notification system comprising:
- profile information acquisition means for acquiring profile information of a user ~~wishing to look up~~ receiving basic information for an individual product;
  - a product information database storing the basic information for said individual product;
  - product information presentation means for presenting from said product information database basic information of a product group ~~that said~~ regarding the basic product information the user is receiving ~~wishes to look up~~;
  - an additional information database storing additional information for ~~said individual~~ products in the product group;
  - display parameters processing means for selecting ~~corresponding~~ additional information corresponding to the product group products presented to the user from said additional information database based on profile information acquired by said profile information acquisition means; and
  - additional information presentation means for presenting to said user, for the presented

product group products, the additional information selected by said display parameters processing means for the product group products.

3. (ORIGINAL) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's profile information to acquire said user's profile information.

a' 4. (CURRENTLY AMENDED) The product information notification system according to claim 2, wherein said profile information acquisition means conducts wireless communication with a user terminal storing that user's identification information, and acquires ~~from a profile database storing user profile information~~ the user profile information corresponding to said user identification information from a profile database storing user profile information.

5. (CURRENTLY AMENDED) A product information notification system according to claim 2, wherein said product information presentation means and additional information presentation means ~~included~~ display, respectively, ~~the basic product information presentation means and the additional information presentation means provided in the~~ vicinity of said individual the basic product information.

6. (ORIGINAL) A product information notification system according to claim 3, wherein said product information presentation means and additional information presentation means respectively include product information transmission means transmitting information to be displayed by product information display means and additional information display means provided on said user terminal.

7. (CURRENTLY AMENDED) The product information notification system according to claim 2, ~~having~~ wherein a product information management server ~~comprising~~ comprises a WWW server that manages said product information database, the product information presentation means and the additional information presentation means, and presents the basic and additional information to a user terminal having a WWW browser, ~~said WWW server comprising said product information presentation means and additional information presentation means.~~

8. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires ~~a user's~~the user profile information from said user's terminal over the Internet.

9. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said profile information acquisition means acquires a user's identification information from said user's terminal over the Internet, and acquires ~~from a profile database storing~~the user profile information ~~profile information~~ corresponding to said user's identification information from a profile database storing user profile information.

10. (ORIGINAL) The product information notification system according to claim 9, wherein said product information management server manages said profile database.

11. (ORIGINAL) The product information notification system according to claim 9, wherein a customer management server interconnected with said product information server manages said profile database.

12. (CURRENTLY AMENDED) A product information notification system according to claim 7, wherein said product information management server further manages said additional information database and ~~includes~~ said display parameters processing means.

13. (ORIGINAL) The product information notification system according to claim 7, wherein an additional information management server interconnected with said product management server manages said additional information database and includes said display parameters processing means.

14. (CURRENTLY AMENDED) The product information notification system according to claim 7, wherein said product information presentation means and said additional information presentation means ~~include~~comprise a terminal linkage unit ~~that operates~~operating on at~~the~~ WWW browser on said user terminal.

15. (CURRENTLY AMENDED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet ~~for displaying~~ the

additional information.

16. (CURRENTLY AMENDED) The product information notification system according to claim 14, wherein said terminal linkage unit is a Java applet ~~for comment input~~ displaying comments and accepting input of comments from said user terminal as other additional information regarding the products provides to the user.

a' 17. (CURRENTLY AMENDED) The product information notification system according to claim 16, further comprising a comment database managing the accepted ~~comments from said user terminal accepted by~~ said terminal linkage unit.

18. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is a chat linkage unit accepting chat by said user terminal.

19. (ORIGINAL) The product information notification system according to claim 18, further comprising a chat channel management unit managing chat contents accepted by said chat linkage unit.

20. (ORIGINAL) The product information notification system according to claim 14, wherein said terminal linkage unit is an order acceptance linkage unit accepting product orders from said user terminal.

21. (ORIGINAL) The product information notification system according to claim 20, further comprising an order procedure unit conducting order procedures based on a product order accepted by said order acceptance unit.

22. (CURRENTLY AMENDED) A computer readable recording medium on which is recorded a program ~~for controlling~~ a product information notification ~~method wherein~~ system according to a process comprising:

a<sup>1</sup> acquiring profile information of a user ~~wishing to look up~~ receiving basic information for an individual product;

selecting and presenting to said user basic information of a product group ~~that said~~ regarding the basic product information the user wishes to look up is receiving, from a product information database storing basic information of said individual product; and

selecting and presenting to said user additional information regarding products in said product group presented to the user that corresponds to said user profile information, from a database storing additional information for said ~~individual product group products~~.

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